VIRGINIA SLIMS
(Focus Groups)

Sample Composition
8 Virginia Slims Full Flavor
8 Virginia Slims Lights

1. All female
2. 2 groups - 8 per group
3. ½ full flavor, ½ lights
4. ½ menthol, ½ non-menthol
5. ½ 18 - 34, ½ 35 - 45

OUTLINE

Background

Length of time smoking.
Succession of brands smoked.
Length of time smoking Slims.
Reasons for smoking Slims.
How started smoking Slims.
Other than taste - likes and dislikes about Slims.

Advertising Recall

What remember about advertising.
Recall of copy line.
Feelings about copy line.
Has opinion of copy line changed from its introduction.
(IF YES) In what way?
Has opinion of ads changed over the years.
Has opinion of the image of Slims changed over the years.
What did the Slims model represent years ago.
What does the Slims model represent today.
What do you think about the model, (is she stylish).
What do you think of her clothes.
What do you think her attitude is towards life.
Complete discussion of what the Slims model is all about.
Is the image projected by Slims different than the image projected by More Lights and Satin.
(IF YES) What is the difference.
(IF NOT) What is similar other than having a female model (example: lifestyle)

2045776469

Source: https://www.industrydocuments.ucsf.edu/docs/kxnj0004